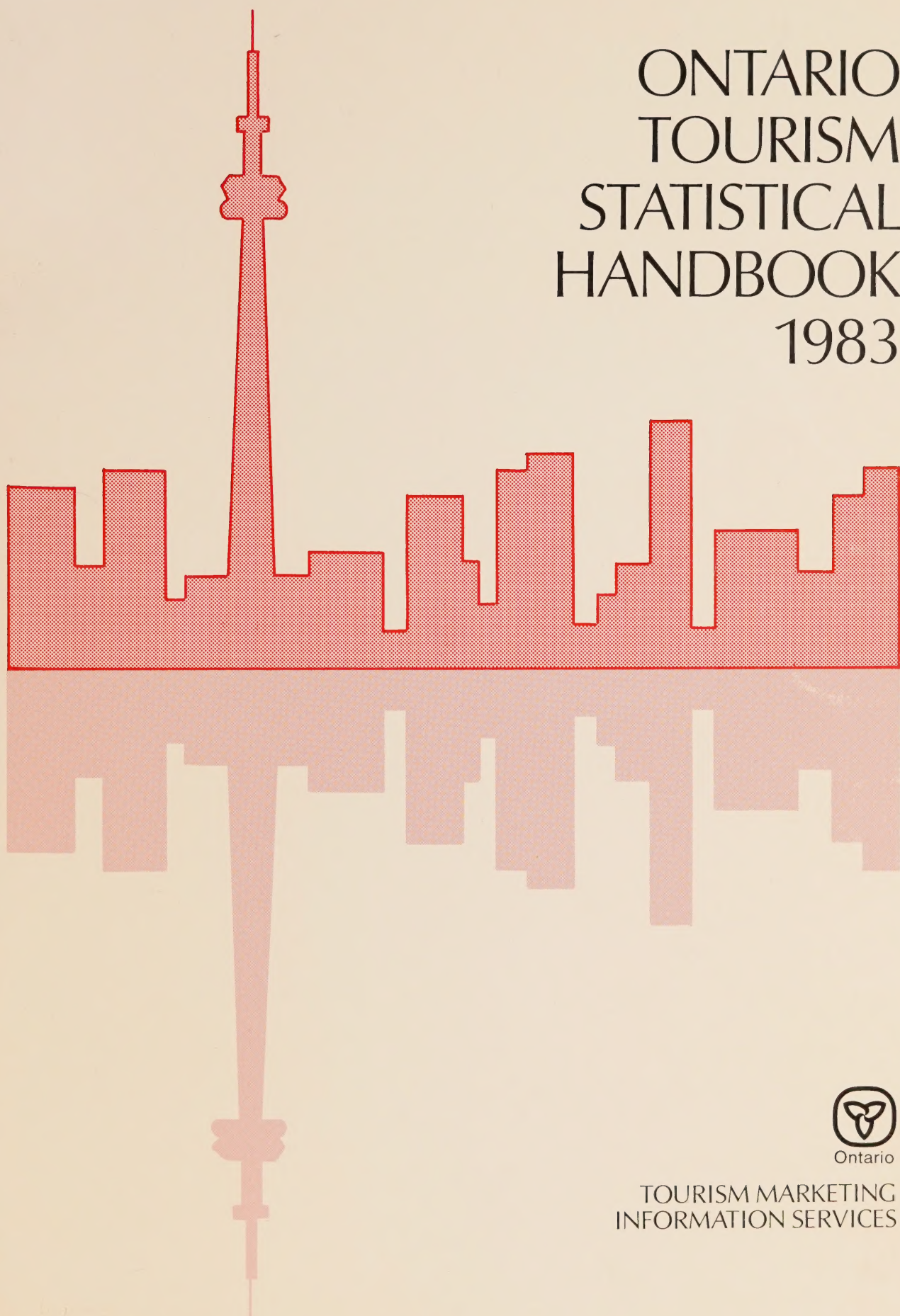



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ONTARIO TOURISM STATISTICAL HANDBOOK 1983



Ontario

TOURISM MARKETING
INFORMATION SERVICES



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TOURISM STATISTICAL HANDBOOK

1983

Tourism Marketing Information Services
ONTARIO MINISTRY OF TOURISM AND RECREATION

NOVEMBER, 1983



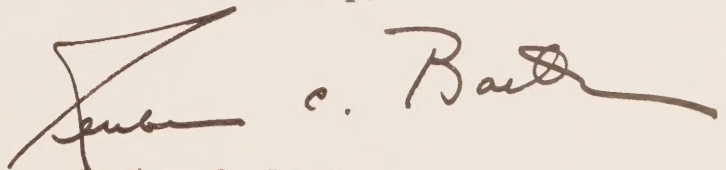
While tourism is indeed a dynamic industry, many people tend to overlook the positive effect tourism has on the Ontario economy.

In 1982, Ontario's tourism revenue from both domestic and foreign travel totalled about \$6.3 billion, or 4.8 per cent of the Gross Provincial Product. In terms of export earnings alone, the tourism industry ranked third in 1981.

Tourism is an important vehicle for regional development, providing needed employment, and lessening regional income disparities. Provincial government tourism development programs are often responsible for providing a diversified tourism industry, capable of satisfying the travellers' needs and also adding to the services enjoyed by local residents.

This Tourism Statistical Handbook documents the value of tourism and also presents relevant data outlining traveller habits and characteristics, thus putting the importance of tourism more clearly into perspective.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Reuben C. Baetz', with a stylized flourish at the end.

Reuben C. Baetz
Minister

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Forward

This Statistical Handbook was prepared by Tourism Marketing Information Services Section in order to record the extent of tourism in Ontario, along with travel by Ontario residents to foreign destinations.

The data has been presented in seven sections. The first section on Selected Influences on Travel outlines some demographic projections along with income, price and exchange rate movements. The next four sections pertain to travel: Tourism in Ontario, Travel by Ontario Residents, Travel From the United States to Ontario, and Travel From Other Countries to Ontario. These are followed by sections on The Tourism Plant (supply and demand data), and Impact of Travel.

Every attempt has been made to include 1982 data along with sufficient previous years' statistics in order to readily discern any trends which may have occurred. Of course, more current data will be available since this publication, and updates may be obtained by contacting this Section as indicated below.

Publication of this Handbook is intended every two years so that some continuity of data may be maintained for interested users.

For any further queries in regards to this publication, please contact:

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SECTION 1

SELECTED INFLUENCES ON TRAVEL

Table 1.1

POPULATION PROJECTIONS⁽¹⁾, BY PLANNING REGIONS,
ONTARIO, SELECTED YEARS, 1976 - 2001

Region ⁽²⁾	1976	1981 ⁽³⁾	1986	1991	1996	2001	Per Cent Change 1976 to 2001
Eastern	1,149,299	1,185,255	1,234,544	1,266,715	1,284,996	1,291,247	12.4%
Central	5,050,849	5,347,465	5,491,415	5,660,344	5,779,420	5,848,910	15.8
Southwestern	1,247,176	1,272,825	1,336,442	1,375,684	1,404,788	1,422,914	14.1
North-eastern	583,746	583,365	641,683	669,269	689,430	702,375	20.3
Northwestern	233,395	236,210	250,933	258,613	264,200	267,489	14.6
Ontario	8,264,465	8,625,120	8,955,017	9,230,625	9,422,834	9,532,935	15.4

Note: (1) Projections based on the following assumptions: low fertility; 10,000 net external migration per annum; internal migration at 0.27 per cent of Ontario population.

(2) See map, Appendix I(b).

(3) Census figures.

Source: Ontario Ministry of Treasury and Economics, Central Statistical Services
Statistics Canada, Census of Canada

Table 1.2

POPULATION PROJECTIONS⁽¹⁾, BY AGE GROUPS,
ONTARIO, SELECTED YEARS, 1976 - 2001

<u>Age Groups</u>	<u>1976</u>	<u>1981</u>	<u>1986</u>	<u>1991</u>	<u>1996</u>	<u>2001</u>
Under 15 years	25.1%	21.9%	20.2%	19.3%	18.3%	16.9%
15 - 19	9.8	9.4	7.5	6.7	6.4	6.3
20 - 24	9.0	9.2	9.0	7.3	6.6	6.4
25 - 34	15.8	16.9	17.6	17.7	15.9	13.8
35 - 44	11.7	12.4	14.6	15.9	16.7	17.1
45 - 54	11.3	10.8	10.5	11.4	13.5	15.1
55 - 64	8.4	9.3	9.7	9.4	9.3	10.3
65 years and over	<u>8.9</u>	<u>10.1</u>	<u>10.9</u>	<u>12.3</u>	<u>13.3</u>	<u>14.1</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0

Based on Total
of ('000): 8,264.5 8,625.1 8,955.0 9,230.6 9,422.8 9,532.9

Note: (1) Projections based on the following assumptions: low fertility;
10,000 net external migration per annum; internal migration at
0.27 per cent of Ontario population.

Source: Ontario Ministry of Treasury and Economics, Central Statistical Services
Statistics Canada, Census of Canada

Table 1.3

PERSONAL AND PERSONAL DISPOSABLE INCOME* PER
CAPITA, ONTARIO, 1971 - 1980

Year	Per Capita		Annual Percentage Change	
	Personal Income (1)	Personal Disposable Income (2)	(1)	(2)
1971	\$4,020	\$3,189	-	-
1972	4,459	3,571	10.9%	12.0%
1973	5,043	4,059	13.1	13.7
1974	5,843	4,700	15.9	15.8
1975	6,596	5,356	12.9	14.0
1976	7,376	5,944	11.8	11.0
1977	8,039	6,507	9.0	9.5
1978	8,785	7,184	9.3	10.4
1979	9,624	7,877	9.6	9.7
1980	10,614	8,635	10.3	9.6

Note: * Personal disposable income consists of total personal income less personal direct taxes and other current transfers to government from persons (in current dollars).

Source: Statistics Canada, National Income and Expenditure Accounts,
Catalogue No. 13-201

Table 1.4

TRAVEL PRICE AND PERSONAL DISPOSABLE INCOME INDICES
FOR CANADA AND ONTARIO, 1971 - 1982

Year	Travel Price Index (Canada)*	Index of Personal Disposable Income (Ontario)	Annual Percentage Change	
	(1)	(2)	(1)	(2)
1971	100.0	100.0	-	-
1972	105.6	112.0	5.6%	12.0%
1973	114.0	127.3	8.0	13.7
1974	129.2	147.4	13.3	15.8
1975	146.8	168.0	13.6	14.0
1976	158.0	186.4	7.6	11.0
1977	169.6	204.1	7.3	9.5
1978	183.0	225.3	7.9	10.4
1979	200.0	247.0	9.3	9.6
1980	225.4	270.8	12.7	9.6
1981	261.3	N/A	15.9	-
1982	298.0	N/A	14.1	-

Note: * Based on 1979 - 1980 weights.

Source: Travel Price Index - Statistics Canada, Catalogue No. 87-003, Vol. 1, No. 1, 1982

Index of Personal Disposable Income - Ontario Ministry of Tourism and Recreation

Table 1.5

ANNUAL AVERAGE VALUE OF SELECTED
FOREIGN CURRENCIES IN TERMS OF
CANADIAN DOLLAR, 1977 TO 1982

	<u>U.S. (Dollar)</u>	<u>W. Germ. (D. Mark)</u>	<u>U.K. (Pound)</u>	<u>France (Franc)</u>	<u>Neth. (Guilder)</u>	<u>Japan (100 Yen)</u>
1977	1.06	0.46	1.86	0.22	0.43	0.40
1978	1.14	0.57	2.19	0.25	0.53	0.55
1979	1.17	0.64	2.49	0.28	0.58	0.54
1980	1.17	0.64	2.72	0.28	0.59	0.52
1981	1.1993	0.5292	2.4140	0.2204	0.4791	0.5421
1982	1.2364	0.5095	2.1506	0.1881	0.4633	0.4967

Source: 1977-1980, Bank of Canada
1981-1982, Globe & Mail, Foreign Exchange Report, Mid-Market
(Noon) Rates, Last Business Date Each Month.

Table 1.6

THE TRAVELLER'S INTERNATIONAL
COST OF LIVING INDEX
AUGUST, 1981

<u>City</u>	<u>Visitor Index (Montreal = 100)</u>	<u>Cost⁽¹⁾ (In Canadian Dollars)</u>
Paris	127	\$697
Chicago	126	689
New York	122	667
Hong Kong	109	599
Tokyo	105	576
Montreal	100	549
Sydney	93	509
London	91	500
Mexico City	87	477
Zurich	82	447
Amsterdam	78	429
Frankfurt	77	421
Madrid	74	404
Vienna	69	381
Copenhagen	67	365
Moscow	63	343
Rome	54	296
Peking	33	182

Note: (1) The visitor index is based on the dollar cost of three nights plus breakfast in a first-class hotel, two set menu dinners in the hotel, a dinner in a first-class restaurant, three snack meals, three bottles of house wine, three beers, six whiskies, and six five-kilometre taxi rides.

Source: Financial Times of London

SECTION 2

TOURISM IN ONTARIO

Table 2.1

NUMBER OF TRAVELLERS IN ONTARIO
AND THEIR EXPENDITURES⁽¹⁾, BY ORIGIN, 1981 AND 1982

<u>Origin</u>	<u>Number of Person-Trips ([']000)</u>		<u>Expenditures (Millions of Current \$)</u>	
	<u>1981</u>	<u>1982</u>	<u>1981</u>	<u>1982</u>
Ontario	86,440	81,960	\$3,860	\$4,056
Other Provinces	3,241	3,125	560	580
United States	28,248	22,308	1,164	1,131
Other Countries	<u>1,220</u>	<u>1,081</u>	<u>559</u>	<u>581</u>
Total	119,149	108,474	6,143	6,348

Note: (1) See Appendix II (c) for definitions.

Source: Ontario (1981) - Ontario Ministry of Tourism and Recreation estimates
(1982) - Ontario Ministry of Tourism and Recreation,
Ontario Travel Survey

Other Provinces - Tourism Canada, Canadian Travel Survey

United States and
Other Countries - Statistics Canada, Catalogue 66-001,
66-201, and special tabulations

Table 2.2

RANKING OF TOURISM EXPENDITURE
WITH ONTARIO'S LEADING EXPORTS, 1981

<u>Commodity</u>	<u>Value</u> (Millions of Current \$)
Motor Vehicles, Auto Parts and Accessories	\$12,016
Chemicals, Organic and Inorganic	1,946
Tourism *	1,723
Precious Metals and Alloys	1,557
Iron and Steel Products	1,281
Newsprint Paper	1,015
Food Products	973
Nickel, Ores and Metals	935
Communication and Related Equipment	872
Office Machines and Equipment	825

Note: * Expenditure by residents of the United States and other countries in Ontario (domestic expenditure excluded).

Source: Statistics Canada

Table 2.3

BALANCE ON TRAVEL ACCOUNT FOR
CANADA AND ONTARIO, 1977 - 1982
(Millions of Current \$)

	<u>Balance</u>		<u>Per Cent Share</u>
	<u>Canada</u>	<u>Ontario</u>	
1977	\$- 1,641	\$- 574	35.0%
1978	- 1,706	- 656	38.4
1979	- 1,068	- 390	36.5
1980	- 1,228	- 392	31.9
1981	- 1,116	- 341	30.6
1982	- 1,284	- 429	33.4

Source: Statistics Canada, Catalogue 66-001, 66-201,
and special tabulations

Table 2.4

ONTARIO'S RECEIPTS AND PAYMENTS ON TRAVEL ACCOUNT^{*}, 1977 - 1982
(Millions of Current \$)

<u>Receipts</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
United States	\$786	\$852	\$920	\$1,027	\$1,164	\$1,131
Other Countries	<u>268</u>	<u>344</u>	<u>450</u>	<u>533</u>	<u>559</u>	<u>581</u>
Total	1,054	1,196	1,370	1,560	1,723	1,712
 <u>Payments</u>						
United States	966	1,116	1,066	1,169	1,282	1,333
Other Countries	<u>662</u>	<u>736</u>	<u>694</u>	<u>783</u>	<u>782</u>	<u>808</u>
Total	1,628	1,852	1,760	1,952	2,064	2,141
 <u>Balance</u>						
United States	-180	-264	-146	-142	-118	-202
Other Countries	<u>-394</u>	<u>-392</u>	<u>-244</u>	<u>-250</u>	<u>-223</u>	<u>-227</u>
Total	-574	-656	-390	-392	-341	-429

Note: ^{*} Includes transportation fares paid by non-residents to Canadian carriers, and by Ontarians to foreign carriers, and commercial crew expenditures.

Source: Statistics Canada, Catalogue 66-201, and special tabulations

SECTION 3

TRAVEL BY ONTARIO RESIDENTS

Table 3.1

SELECTED CHARACTERISTICS OF TRAVEL BY
ONTARIO RESIDENTS IN ONTARIO, 1982

<u>Number of Person-Trips ('000)</u>	<u>Calendar Quarter (Per Cent)</u>				
	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>	
81,960	21.9%	22.8	31.5	23.8	100.0%

<u>Main Purpose of Trip</u>	<u>Per Cent</u>
Visiting Friends or Relatives	36.1%
Recreation/Pleasure	34.8
Personal Business	11.8
Shopping	8.5
Other Business	7.1
Convention	<u>1.7</u>
Total	100.0

Based on Number of Person-Trips ('000): 81,960

Source: Ontario Ministry of Tourism and Recreation,
Ontario Travel Survey, 1982

SELECTED CHARACTERISTICS OF TRAVEL BY
ONTARIO RESIDENTS IN ONTARIO, 1982

<u>Main Mode of Transportation</u>	<u>Per Cent</u>
Automobile	95.3%
Bus (scheduled)	1.5
(charter)	1.5
Air (scheduled)	0.3
(charter)	0.1
Train	1.0
Ship or Boat	0.1
Other	<u>0.2</u>
Total	100.0
Based on Number of Person-Trips [*] ('000):	81,960

<u>Type of Accommodation</u>	<u>Per Cent</u>
Stay with Friends/Relatives	46.2%
Private Cottage	25.7
Camping/Trailer Park	13.6
Hotel/Motor Hotel	5.9
Commercial Cottage/Cabin	3.3
Motel	2.9
Resort Lodge	2.0
Outfitter/Outpost	<u>0.5</u>
Total	100.0
Based on Number of Person-Nights [*] ('000):	82,943

* See Appendix II(a) for definitions.

Table 3.1

(Continued)

SELECTED CHARACTERISTICS OF TRAVEL BY
ONTARIO RESIDENTS IN ONTARIO, 1982

<u>Activities Engaged In</u>	<u>Per Cent *</u>
Shopping	30.2%
Participated in Outdoor or Sporting Activity	24.2
Visited Museums, Galleries, Historical Sites, Exhibitions, Attractions, Tours	14.7
Attended Sporting Events	5.8
Attended Live Theatre, Dance or Music Concert	4.9
Other Activities	<u>44.9</u>
Total	124.7
Based on Number of Person-Trips ('000):	81,960

* Percentages add to more than 100 per cent as person-trips can be associated with multiple activities.

<u>Main Destination Region*</u>	<u>Number of Person-Trips (9000)</u>	<u>Per Cent</u>
Festival Country	15,294	18.7%
Metro Toronto	13,690	16.7
Central Ontario	13,489	16.5
Georgian Lakelands	11,004	13.4
Southwestern Ontario	10,504	12.8
Ontario East	9,960	12.1
Ontario North	<u>8,019</u>	<u>9.8</u>
Total	81,960	100.0

* See Map, Appendix I(a) - note Ontario North is an aggregate of regions 7 to 12.

Table 3.1

(Continued)

SELECTED CHARACTERISTICS OF TRAVEL BY
ONTARIO RESIDENTS IN ONTARIO, 1982

<u>Expenditure (Millions of Current \$)*</u>	<u>Calendar Quarter (Per Cent)</u>			
	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
\$ 4,056	22.4%	26.4	30.9	20.3

* Generated by Trips to any destination (Ontario and non-Ontario).

<u>Destination Region</u>	<u>Expenditure (Millions of Current \$)</u>	<u>Per Cent</u>
Metro Toronto	\$ 882	21.8%
Ontario East	651	16.1
Festival Country	588	14.5
Central Ontario	569	14.0
Ontario North	476	11.7
Southwestern Ontario	459	11.3
Georgian Lakelands	<u>431</u>	<u>10.6</u>
Total	4,056	100.0

<u>Item</u> [*]	<u>Expenditure (Millions of Current \$)</u>	<u>Per Cent</u>
Food/Beverage	\$ 934	23.0%
Retail/Other Miscellaneous	916	22.6
Public Transportation (Canadian Carriers)	819	20.2
Automobile	799	19.7
Accommodation	289	7.1
Recreation/Pleasure	285	7.0
Local Transportation	<u>14</u>	<u>0.4</u>
Total	4,056	100.0

* See Appendix II(b) for definitions.

Table 3.2

SOCIO-ECONOMIC PROFILE OF ONTARIO HOUSEHOLDS
TRAVELLING IN ONTARIO, AND TOTAL ONTARIO HOUSEHOLDS, 1982

	<u>Total Ontario Households</u>	<u>Total Travelling Households In An Average Month</u>
<u>Household Composition</u>		
Adult Only ⁽¹⁸⁺⁾	64.2%	63.1%
Adults With Children	<u>35.8</u>	<u>36.9</u>
	100.0	100.0
 <u>Household Income</u>		
Less than \$12,000	18.2%	13.1%
\$12,000 to \$17,999	15.5	14.1
\$18,000 to \$23,999	16.7	17.1
\$24,000 to \$29,999	16.3	17.7
\$30,000 to \$39,999	15.3	17.8
\$40,000 and Over	16.0	18.2
Did Not State	<u>2.0</u>	<u>2.0</u>
	100.0	100.0

Source: Ontario Ministry of Tourism and Recreation,
Ontario Travel Survey, 1982.

SOCIO-ECONOMIC PROFILE OF ONTARIO HOUSEHOLDS
TRAVELLING IN ONTARIO, AND TOTAL ONTARIO HOUSEHOLDS, 1982

	<u>Total Ontario Households</u>	<u>Total Travelling Households In An Average Month</u>
<u>Occupation Of Chief Wage Earner</u>		
Professional	12.1%	15.5%
Business Executive, Owner/Manager	11.4	11.6
Sales/Clerical	12.5	13.0
Skilled Labour	28.4	29.2
Unskilled Labour	7.0	6.0
Farmer	2.4	3.1
Retired, Pensioned	12.5	11.0
Student/Unemployed/Homemaker	13.1	10.4
Did Not State	<u>0.5</u>	<u>0.4</u>
	100.0	100.0
 <u>Education Level Of Household Members*</u>		
Public/Elementary	23.3%	19.6%
Secondary/High	68.2	66.7
Post-Secondary (Non-University)	21.6	25.9
University	27.5	32.3
No Formal Schooling	0.4	0.3
Did Not State	<u>1.1</u>	<u>1.0</u>
	142.1	145.8

* Household members 15 years and over.

Table 3.2

(Continued)

SOCIO-ECONOMIC PROFILE OF ONTARIO HOUSEHOLDS
TRAVELLING IN ONTARIO, AND TOTAL ONTARIO HOUSEHOLDS, 1982

	<u>Total Ontario Households</u>	<u>Total Travelling Households In An Average Month</u>
<u>Households With Members</u>		
Under 15 Years	35.7%	36.9%
15 to 19 Years	19.2	21.0
20 to 24 Years	18.8	19.6
25 to 34 years	31.1	31.9
35 to 44 Years	27.6	28.9
45 to 54 Years	23.4	24.2
55 to 64 Years	21.0	21.3
65 Years and Over	20.7	17.5
Did Not State	<u>0.4</u>	<u>0.5</u>
	197.9	201.8

Table 3.3

NUMBER OF CANADIAN RESIDENT TRAVELLERS RE-ENTERING
CANADA AND ONTARIO FROM THE UNITED STATES, AND THEIR EXPENDITURES*, 1976 - 1982

	<u>Number of Person-Trips</u> ('000)			<u>Expenditures</u> (Millions of Current \$)		
	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>
1976	35,935	14,706	40.9%	\$1,956	\$ 848	43.4%
1977	37,897	15,382	40.6	2,280	966	42.4
1978	37,294	15,593	41.8	2,553	1,116	43.7
1979	34,382	14,871	43.3	2,457	1,066	43.4
1980	34,743	15,189	43.7	2,920	1,169	40.0
1981	33,584	14,890	44.3	3,208	1,282	40.0
1982	33,322	14,777	44.4	3,234	1,333	41.2

*See Appendix II(c) for definitions.

Source: Statistics Canada, Catalogue 66-001, 66-201, and special tabulations

Table 3.4

NUMBER OF ONTARIO RESIDENT TRAVELLERS RETURNING FROM THE
UNITED STATES AFTER STAYING ONE OR MORE NIGHTS, BY DESTINATION REGION, 1976 - 1981

<u>Destination Region</u> ⁽¹⁾	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
New England	8.7%	8.0%	7.1%	5.6%	6.4%	5.5%
Middle Atlantic	23.0	26.5	24.3	31.9	33.9	32.8
South Atlantic	28.9	26.0	28.8	14.8	14.1	15.3
East North Central	21.7	22.0	21.6	25.1	23.6	24.7
West North Central	6.4	3.7	2.9	3.0	3.1	3.2
Pacific	3.0	3.4	3.8	3.6	3.3	3.3
Hawaii	1.3	1.6	1.6	1.1	1.3	0.9
Other States	6.1	5.2	5.3	4.2	4.3	4.7
Touring ⁽²⁾	<u>0.9</u>	<u>3.6</u>	<u>4.6</u>	<u>10.7</u>	<u>10.0</u>	<u>9.6</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000) :	4,133	4,535	4,697	4,303	4,491	4,294
Average Length of Stay (Nights):	8.5	9.1	8.7	7.5	7.5	7.3

Note: (1) - See Map, Appendix I (c).
 - As of 1979, person-trips were recorded for each state visited rather than for main region of destination. This procedure tends to increase the "touring" category.

(2)
 Persons stating three or more regions visited. Also included in 1977-78 is an "in transit" category which includes persons visiting one or more undesignated regions.

Source: Statistics Canada, Catalogue 66-201

Table 3.5

NUMBER OF CANADIAN RESIDENT TRAVELLERS RE-ENTERING
ONTARIO FROM THE UNITED STATES, BY MODE OF TRANSPORTATION, 1979 - 1982

<u>Mode of Transportation</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Automobile	82.5%	82.5%	82.9%	83.2%
Plane	9.3	9.5	9.5	8.8
Bus	5.8	5.8	5.2	5.6
Marine	1.6	1.4	1.4	1.5
Rail	*	*	0.1	0.1
Other	<u>0.8</u>	<u>0.8</u>	<u>0.9</u>	<u>0.8</u>
Total	100.0	100.0	100.0	100.0

Based on Number of Person-Trips ('000):	14,871	15,189	14,890	14,777
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* Less than 0.5%

Source: Statistics Canada, Catalogue 66-001

Table 3.6

NUMBER OF ONTARIO RESIDENT TRAVELLERS RETURNING FROM THE
UNITED STATES AFTER STAYING ONE OR MORE NIGHTS, BY PURPOSE OF TRIP, 1979 - 1981

<u>Purpose of Trip</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Recreation or Holiday, Other Pleasure	45.4%	45.6%	45.0%
Visiting Friends or Relatives	30.5	30.2	30.9
Business, Convention and Employment	15.6	14.6	16.6
Other ⁽¹⁾	<u>8.5</u>	<u>9.6</u>	<u>7.5</u>
Total	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	4,303	4,491	4,294

Note: ⁽¹⁾ Includes other purposes and any combined purposes.

Source: Statistics Canada, Catalogue 66-201

Table 3.7

NUMBER OF CANADIAN RESIDENT TRAVELLERS RE-ENTERING
ONTARIO FROM THE UNITED STATES, QUARTERLY, 1979 - 1982

<u>Calendar Quarter</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
First	21.3%	21.9%	21.5%	20.8%
Second	25.5	25.4	25.5	26.1
Third	30.4	30.7	30.6	30.1
Fourth	<u>22.8</u>	<u>22.0</u>	<u>22.4</u>	<u>23.0</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	14,871	15,189	14,890	14,777

Source: Statistics Canada, Catalogue 66-001

Table 3.8

NUMBER OF CANADIAN RESIDENT TRAVELLERS RE-ENTERING
CANADA AND ONTARIO FROM OTHER COUNTRIES, AND THEIR EXPENDITURES*, 1976 - 1982

	<u>Number of Person-Trips</u> ('000)			<u>Expenditures</u> (Millions of Current \$)		
	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>
1976	1,582	823	52.0%	\$1,165	\$585	50.2%
1977	1,777	905	50.9	1,386	662	47.8
1978	1,808	917	50.7	1,531	736	48.1
1979	1,757	915	52.1	1,498	694	46.3
1980	1,585	825	52.0	1,657	783	47.3
1981	1,478	760	51.4	1,668	782	46.9
1982	1,489	787	52.9	1,774	808	45.6

* See Appendix II(c) for definitions.

Source: Statistics Canada, Catalogue 66-001, 66-201, and special tabulations

Table 3.9

NUMBER OF ONTARIO RESIDENT TRAVELLERS RETURNING
FROM OTHER COUNTRIES⁽¹⁾, BY DESTINATION AREA, 1976 - 1981

<u>Destination Area</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
United Kingdom Only	22.3%	25.1%	22.2%	24.2%	20.9%	19.8%
United Kingdom and Other Europe	9.0	9.9	9.2	8.9	8.5	7.2
Other Europe	23.2	20.7	21.4	18.4	19.4	22.1
Europe and One Other Area of Destination	1.9	1.5	1.7	0.9	1.2	1.0
Africa	1.5	0.8	1.2	0.9	1.2	1.0
Asia	3.1	3.5	3.7	3.0	3.4	4.1
Central America, Bermuda and Caribbean	26.8	24.5	27.3	29.9	32.1	31.1
South America	1.6	1.9	2.3	2.1	1.6	1.8
Other Areas	6.9	8.0	7.8	7.2	8.0	7.0
Cruises	3.1	3.6	3.0	3.4	3.0	4.0
Combined Destinations ⁽²⁾	<u>0.6</u>	<u>0.5</u>	<u>0.2</u>	<u>1.1</u>	<u>0.7</u>	<u>0.9</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000)	872.1	940.6	959.1	895.0	806.0	753.0
Average Length of Stay (Nights) ⁽³⁾ :	21.3	20.5	20.6	19.7	20.1	19.9

Note: (1) Includes those returning both direct and via the United States.

(2) Three or more destination areas.

(3) Includes nights travelling to destination.

Source: Statistics Canada, Catalogue 66-201

Table 3.10

NUMBER OF ONTARIO RESIDENT TRAVELLERS RETURNING
FROM OTHER COUNTRIES, BY PURPOSE OF TRIP, 1979 - 1981

<u>Purpose of Trip</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Recreation or Holiday, Other Pleasure	46.0%	46.5%	45.7%
Visiting Friends or Relatives	32.0	30.9	32.9
Business, Convention and Employment	11.3	13.3	13.5
Other	<u>10.7</u>	<u>9.3</u>	<u>7.9</u>
Total	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	895	806	753

Source: Statistics Canada, Catalogue 66-201

Table 3.11

NUMBER OF CANADIAN RESIDENT TRAVELLERS RE-ENTERING
ONTARIO FROM OTHER COUNTRIES, QUARTERLY, 1979 - 1982

<u>Calendar Quarter</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
First	30.0%	32.4%	30.7%	31.2%
Second	21.3	21.7	22.5	22.2
Third	31.9	29.0	28.8	28.5
Fourth	<u>16.8</u>	<u>16.9</u>	<u>18.0</u>	<u>18.1</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	915	825	760	787

Source: Statistics Canada, Catalogue 66-001

SECTION 4

TRAVEL FROM THE UNITED STATES TO ONTARIO

Table 4.1

NUMBER OF AMERICAN TRAVELLERS ENTERING
CANADA AND ONTARIO, AND THEIR EXPENDITURES, 1976 - 1982

	<u>Number of Person-Trips</u> ('000)			<u>Expenditures</u> (Millions of Current \$)		
	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>
1976	32,231	20,755	64.4%	\$1,346	\$ 702	52.2%
1977	31,774	20,699	65.2	1,525	786	51.5
1978	31,597	20,632	65.3	1,650	852	51.6
1979	31,192	20,879	66.9	1,881	920	48.9
1980	38,501	26,989	70.1	2,121	1,027	48.4
1981	39,809	28,248	71.0	2,491	1,164	46.7
1982	32,432	22,308	68.8	2,402	1,131	47.1

Source: Statistics Canada, Catalogue 66-001, 66-201, and special tabulations

Table 4.2

NUMBER OF AMERICAN TRAVELLERS ENTERING
ONTARIO, QUARTERLY, 1979 - 1982

<u>Calendar Quarter</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
First	12.3%	13.8%	18.6%	13.6%
Second	25.9	27.1	28.7	25.9
Third	43.5	40.3	37.1	42.8
Fourth	<u>18.3</u>	<u>18.8</u>	<u>15.6</u>	<u>17.7</u>
Total	100.0	100.0	100.0	100.0

Based on Number of
Person-Trips ('000): 20,879 26,989 28,248 22,308

Source: Statistics Canada, Catalogue 66-001

Table 4.3

NUMBER OF AMERICAN TRAVELLERS ENTERING
ONTARIO, BY MODE OF TRANSPORTATION, 1979 - 1982

<u>Mode of Transportation</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Automobile:				
Same day	63.6%	72.3%	72.9%	66.6%
One or more nights	23.2	18.1	17.4	21.2
Bus:				
Same day	2.8	2.2	2.0	2.6
One or more nights	2.0	1.5	1.4	1.6
Air	4.2	3.2	3.1	3.7
Marine	3.2	1.9	2.3	3.3
Rail	*	*	0.1	0.1
Other	<u>1.0</u>	<u>0.8</u>	<u>0.8</u>	<u>0.9</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	20,879	26,989	28,248	22,308

* Less than 0.05%

Source: Statistics Canada, Catalogue 66-001

Table 4.4

NUMBER OF AMERICAN TRAVELLERS VISITING ONTARIO
AND STAYING ONE OR MORE NIGHTS, BY PURPOSE OF TRIP, 1979 - 1981

<u>Purpose of Trip</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Recreation or Holiday, Other Pleasure	68.5%	66.5%	66.7%
Visiting Friends or Relatives	12.9	16.0	16.9
Business, Convention and Employment	12.0	12.9	10.5
Other	6.5	4.5	5.7
Did Not State	<u>0.1</u>	<u>0.1</u>	<u>0.2</u>
Total	100.0	100.0	100.0
Based on Number of Person-Visits*('000):	6,454	6,405	6,285

* See Appendix II (a), for definition.

Source: Statistics Canada, Catalogue 66-201

Table 4.5

NUMBER OF AMERICAN TRAVELLERS VISITING ONTARIO
AND STAYING ONE OR MORE NIGHTS, BY ORIGIN REGION, 1979 - 1981

<u>Origin Region</u> ⁽¹⁾	<u>1979</u>	<u>1980</u>	<u>1981</u>
East North Central	37.3%	37.2%	37.0%
Middle Atlantic	31.0	32.7	29.3
West North Central	10.0	10.4	11.1
New England	7.4	5.9	8.4
South Atlantic	6.2	6.4	6.9
Pacific	3.8	3.1	3.1
West South Central	1.5	2.3	1.9
East South Central	1.2	0.8	1.2
Mountain	1.4	1.0	0.9
Other	<u>0.2</u>	<u>0.2</u>	<u>0.2</u>
Total	100.0	100.0	100.0
Based on Number of Person-Visits ('000):	6,454	6,405	6,285
Average Length of Stay (Nights):	3.9	3.8	3.6

Note: ⁽¹⁾ Ibid, Table 3.4.

Source: Statistics Canada

Table 4.6

NUMBER OF AMERICAN TRAVELLERS ENTERING
ONTARIO, BY PORT OF ENTRY, 1979 - 1982

<u>Port of Entry and Region</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>Southwestern</u>				
Windsor	29.8%	27.8%	26.5%	28.9%
Sarnia	7.5	8.8	8.2	7.8
Amherstburg	1.7	0.7	1.2	1.8
Sombra	0.2	0.2	0.2	0.2
<u>Niagara Falls</u>				
Fort Erie	21.4	25.4	28.7	22.9
Niagara Falls	19.7	21.1	20.2	20.5
<u>St. Lawrence</u>				
Lansdowne	3.3	2.9	2.7	3.2
Cornwall	2.8	2.4	2.2	2.4
Prescott	0.9	0.7	0.6	0.8
Gananoque	0.5	0.3	0.2	0.3
<u>Northwestern</u>				
Fort Frances	2.5	2.0	2.0	2.3
Pigeon River	0.8	0.7	0.7	0.7
Rainy River	0.5	0.4	0.4	0.4
<u>Northeastern</u>				
Sault Ste. Marie	3.3	2.7	2.4	3.2
<u>Central</u>				
Toronto	3.7	2.8	2.2	3.3
<u>All Other Ports</u>	<u>1.4</u>	<u>1.1</u>	<u>1.0</u>	<u>1.3</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	20,879	26,989	28,248	22,308

Source: Statistics Canada, Catalogue 66-001

SECTION 5

TRAVEL FROM OTHER COUNTRIES TO ONTARIO

Table 5.1

NUMBER OF OTHER COUNTRY TRAVELLERS ENTERING
CANADA AND ONTARIO, AND THEIR EXPENDITURES, 1977 - 1982

	<u>Number of Person-Trips</u> ('000)			<u>Expenditures</u> (Millions of Current \$)		
	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>	<u>Canada</u>	<u>Ontario</u>	<u>Per Cent Share</u>
1977	1,425	801	56.2%	\$500	\$268	53.6%
1978	1,674	943	56.3	728	344	47.2
1979	2,011	1,161	57.8	1,006	450	44.7
1980	2,163	1,264	58.4	1,228	533	43.4
1981	2,145	1,220	56.9	1,269	559	44.1
1982	1,975	1,081	54.7	1,322	581	44.0

Source: Statistics Canada, Catalogue 66-001, 66-201, and special tabulations

Table 5.2

NUMBER OF OTHER COUNTRY TRAVELLERS ENTERING
ONTARIO, QUARTERLY, 1979-1982

<u>Calendar Quarter</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
First	6.2%	6.8%	7.3%	7.7%
Second	28.0	28.6	30.1	29.2
Third	51.3	50.3	48.4	49.6
Fourth	<u>14.5</u>	<u>14.3</u>	<u>14.2</u>	<u>13.5</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	1,161	1,264	1,220	1,081

Source: Statistics Canada, Catalogue 66-001

Table 5.3

*
 NUMBER OF OTHER COUNTRY TRAVELLERS VISITING
ONTARIO AND STAYING ONE OR MORE NIGHTS, BY PURPOSE OF TRIP, 1979 - 1981

<u>Purpose of Trip</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Recreation or Holiday, other Pleasure	23.3%	25.7%	26.5%
Visiting Friends or Relatives	47.3	44.2	43.6
Business, Convention and Employment	12.8	11.9	13.3
Visiting and Pleasure	11.7	13.3	12.5
Other	4.8	4.9	4.1
Did Not State	<u>0.1</u>	<u>-</u>	<u>-</u>
Total	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	1,043	1,101	1,132
Average Length of Stay (Nights):	11.0	10.3	10.6

* See Appendix II (a), for definition.

Source: Statistics Canada, Catalogue 66-201

Table 5.4

NUMBER OF OTHER COUNTRY TRAVELLERS ENTERING ONTARIO,
BY MODE OF TRANSPORTATION AND ROUTING, 1979 - 1982

<u>Mode of Transportation and Routing</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
<u>Via the United States</u>				
Land:				
Same Day	24.0%	22.5%	20.1%	18.1%
One or More Nights	23.4	25.4	24.7	25.0
Air	14.3	15.1	15.5	16.2
Marine	*	*	*	*
<u>Direct</u>				
Air	<u>38.3</u>	<u>37.0</u>	<u>39.7</u>	<u>40.7</u>
Total	100.0	100.0	100.0	100.0
Based on Number of Person-Trips ('000):	1,161	1,264	1,220	1,081

* Less than 0.05%

Source: Statistics Canada, Catalogue 66-001

Table 5.5

NUMBER OF OTHER COUNTRY TRAVELLERS ENTERING ONTARIO,
AND THEIR EXPENDITURES, BY SELECTED COUNTRIES, 1979 - 1982

<u>Country</u>	<u>Person-Trips</u> ('000)				<u>Expenditures</u> (Millions of Current \$)			
	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
United Kingdom	321	348	331	291	\$130	\$169	\$164	*
West Germany	151	150	146	122	61	67	63	*
France	43	44	41	39	13	17	18	*
The Netherlands	59	59	50	43	26	31	24	*
Italy	44	48	46	45	*	*	*	*
Scandinavia	40	39	36	28	*	*	*	*
Japan	75	82	73	66	26	23	27	*
Central America, Caribbean	96	116	121	109	*	*	*	*
South America	52	60	56	54	*	*	*	*
All Other Countries	<u>280</u>	<u>318</u>	<u>320</u>	<u>284</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
Total	1,161	1,264	1,220	1,081	450	533	559	581

* Not available.

Source: Statistics Canada, Catalogue 66,001, 66-201, and special tabulations

SECTION 6

THE TOURISM PLANT

Table 6.1

ONTARIO COMMERCIAL ACCOMMODATION OCCUPANCY RATES⁽¹⁾,
BY TYPE AND SIZE OF ESTABLISHMENT, AND BY TRAVEL ASSOCIATION REGION
JANUARY - AUGUST, 1983 AND 1982

	<u>January - August</u>	
	<u>1983</u>	<u>1982</u>
<u>Type</u>		
Hotel/Motor Hotel	57.1%	62.4%
Motel	53.0	50.9
Cottage/Cabin	66.7	68.8
Resort/Lodge	59.3	65.8
<u>Size</u>		
1 - 25 Rental Units	56.1%	54.9%
26 - 75 Rental Units	54.2	55.9
76 or More Rental Units	57.8	62.9
<u>Region</u> ⁽²⁾		
Southwestern Ontario	56.4%	55.9%
Festival Country	53.7	53.2
Georgian Lakelands	56.8	56.5
Metropolitan Toronto	56.8	65.1
Central Ontario	52.6	50.8
Ontario East	59.5	63.2
The Near North	60.5	64.6
Rainbow Country	49.6	54.4
Algoma Kinniwabi	56.3	60.9
James Bay Frontier	53.1	58.9
North of Superior	65.3	55.2
Sunset Country	<u>66.6</u>	<u>71.7</u>
Provincial Average	56.5	59.3

Note: (1) Defined as number of rental units occupied as per cent of number of rental units available.

(2) See Map, Appendix I (a).

Source: Ontario Ministry of Tourism and Recreation.

Table 6.2

NUMBER OF ENQUIRIES⁽¹⁾ AT ONTARIO TRAVEL
INFORMATION CENTRES⁽²⁾, BY TYPE OF CENTRE, 1975, 1980 - 1982

<u>Type</u>	<u>Number of Enquiries</u>			
	<u>1975</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Year-Round Centres	406,290	428,920	553,830	591,258
Seasonal Centres	124,234	141,988	143,525	136,171
Highway 401 Seasonal Centres	<u>184,220</u>	<u>195,190</u>	<u>272,093</u>	<u>228,476</u>
Total	814,744	766,098	969,448	955,905

Note: (1) Pertains to number of parties, phone and mail enquiries.

(2) Operated by the Ontario Ministry of Tourism and Recreation in 1982 were 23 year-round, 11 seasonal, and 18 Highway 401 Centres.

Source: Ontario Ministry of Tourism and Recreation.

Table 6.3

NUMBER OF VISITORS TO SELECTED ONTARIO ATTRACTIONS
1978 - 1982

<u>Attraction</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Agawa Canyon	99,153	103,400	102,622	106,207	92,032
Black Creek Pioneer Village	295,733	283,255	275,719	263,871	265,784
Canada's Wonderland	-	-	-	2,191,000	2,131,000
Canadian National Exhibition	3,593,000	3,338,000	3,060,500	2,997,000	2,202,084
Casa Loma	357,746	381,174	407,865	427,296	421,439
CN Tower	-	-	1,659,600	1,647,010	1,618,000
Metro Zoo	1,064,000	1,097,692	1,032,401	1,078,673	1,129,393
Old Fort Henry	184,710	194,500	189,890	186,425	173,290
Old Fort William	117,000	120,800	118,819	129,238	113,804
Ontario Art Gallery	349,647	1,096,856	642,720	316,301	400,000 (3)
Ontario Place	3,092,229	3,200,000	3,161,968	3,175,550	2,344,000
Ontario Science Centre	1,312,542	1,404,600	1,350,121	1,359,352	1,610,090
Polar Bear Express (4)	21,467	27,514	22,829	22,218	19,148
Royal Ontario Museum	1,204,913	903,065	642,173	292,381 (5)	452,758
Ste. Marie Among The Hurons	131,000	139,233	137,299	130,245	135,120
Stratford Festival	557,991	504,475	518,861	435,000	511,870
Upper Canada Village	343,125	352,000	306,948	285,641	271,000

Note: (1) King Tutankamin Exhibit

(2) Van Gough Exhibit

(3) Main building closed half the year

(4) Northbound traffic only

(5) Many exhibits closed due to reconstruction program

Source: Individual sites.

Table 6.4

TOTAL RECEIPTS OF COMMERCIAL ACCOMMODATION

ESTABLISHMENTS⁽¹⁾ IN ONTARIO, BY TYPE OF ESTABLISHMENT, 1975, 1977, 1980, 1981
(In Thousands of Current \$)

Year	<u>Type of Establishment</u>					<u>Total</u>
	<u>Hotel/ Motor Hotel</u>	<u>Motel</u>	<u>Cottage Cabin</u>	<u>Tent/Trailer⁽²⁾ Campgrounds</u>	<u>Outfitters</u>	
1975	\$615,070	\$94,134	\$18,947	\$28,607	\$ 28,328	\$ 785,086
1977	784,753	121,406	23,135	38,280	35,674	1,003,248
1980	1,066,958	146,521	30,642	52,729	49,398	1,346,248
1981	1,189,550	191,641	38,790	57,585	50,159	1,527,725

Note: (1) Omitted are motel, cottage/cabin, hotel/motor hotel, and tent/trailer establishments with less than 3, 3, 6, and 10 rental units, respectively.

(2) Omitted are receipts from Federal campgrounds.

Source: Statistics Canada, Catalogue 63-204

Table 6.5

NUMBER OF SEASONAL RESIDENCES⁽¹⁾ WITH
ONTARIO HYDRO CONTRACTS, 1970, 1975, 1980 - 1983

<u>Year</u>	<u>Number Of Residences</u>
1975	158,718
1980	160,900
1981	163,000
1982	163,700

Note: (1) Defined as any dwelling or non-productive farm being used for only part of the year. If a cottage is used by the owner throughout the year, it is still considered a seasonal residence if the address is different from the owner's permanent address.

Excluded are cottages with no hydro or those having contracts with other hydro companies.

Source: Ontario Hydro-Electric Power Commission

Table 6.6

NUMBER OF VISITORS TO ONTARIO PROVINCIAL
PARKS, BY TYPE, 1970, 1975, 1980 - 1982

<u>Year</u>	<u>Number Of</u>	
	<u>Day-Visitors</u>	<u>Campers</u>
1975	7,160,391	1,621,887
1980	2,015,235 ⁽¹⁾	1,319,762
1981	2,665,229 ⁽²⁾	1,321,494
1982	2,963,174	1,267,974

Note: (1) Calculated from permit sales only.

(2) Includes free day-use visitors.

Source: Ontario Ministry of Natural Resources, Ontario
 Provincial Parks, Statistics, 1982

Table 6.7

NUMBER OF LIQUOR LICENSED COMMERCIAL ACCOMMODATION ESTABLISHMENTS AND
RENTAL UNITS, BY ONTARIO TRAVEL ASSOCIATION REGIONS, AND TYPE OF ESTABLISHMENT, 1982

Region ⁽¹⁾	Hotel		Motor Hotel		Motel		Lodge/Resort		Cottage/Cabin		Total	
	E *	U *	E	U	E	U	E	U	E	U	E	U
Southwestern Ontario	123	5,396	10	802	3	131	-	-	-	6	136	6,335
Festival Country	169	7,126	23	1,274	4	220	2	55	-	4	198	8,679
Georgian Lakelands	92	3,108	2	98	1	16	12	784	-	150	107	4,156
Metropolitan Toronto	84	19,936	11	1,434	1	120	-	-	-	-	96	21,490
Central Ontario	73	2,630	17	726	1	62	8	222	-	102	99	3,742
Ontario East	141	7,144	17	1,223	1	84	4	21	-	32	163	8,504
The Near North	36	909	5	353	1	43	3	62	-	27	45	1,394
Rainbow Country	65	1,554	13	585	-	-	9	212	-	36	87	2,387
Algoma Kinniwabi	42	1,560	11	480	1	10	3	6	-	63	57	2,119
James Bay Frontier	75	1,880	5	156	-	-	-	-	-	-	80	2,036
North of Superior	51	1,887	10	622	-	-	2	33	-	4	63	2,546
Sunset Country	46	1,199	5	116	1	21	6	199	-	15	58	1,550
Total	997	54,329	129	7,869	14	707	49	1,594	-	439	1,189	64,938

Note: * E = Establishments

U = Units

(1) See Map, Appendix I (a).

(2) Those establishments operating two types of rental units have been listed under other establishment types which account for the majority of the units.

Source: Liquor Licence Board of Ontario

Table 6.8

NUMBER OF PUBLIC AND PRIVATE CAMPGROUNDS AND CAMPSITES,
BY ONTARIO TRAVEL ASSOCIATION REGIONS, AND TYPE OF CAMPGROUND, 1982

Region (1)	PUBLIC										PRIVATE		TOTAL	
	Provincial Parks		Conservation Areas		Parks Commissions ⁽²⁾		National Parks		Total Public		P	U	P	U
	P *	U*	P	U	P	U	P	U	P	U				
Southwestern Ontario	7	2,261	15	2,309	3	209	-	-	25	4,779	96	12,962	121	17,741
Festival Country	4	731	21	3,912	2	199	-	-	27	4,762	106	20,924	133	25,686
Georgian Lakelands	12	2,658	6	609	-	-	1	207	19	3,474	192	16,794	211	20,268
Metropolitan Toronto	-	-	2	272	-	-	-	-	2	272	4	591	6	863
Central Ontario	10	3,119	4	199	-	-	-	-	14	3,318	231	20,344	245	23,662
Ontario East	11	2,341	3	138	14	2,415	14	156	42	5,050	205	15,138	247	20,188
The Near North	8	3,024	-	-	-	-	-	-	8	3,024	86	4,448	94	7,472
Rainbow Country	8	1,799	-	-	-	-	-	-	8	1,799	94	4,525	102	6,324
Algoma Kinniwabi	10	1,412	-	-	-	-	-	-	10	1,412	54	2,739	64	4,151
James Bay Frontier	7	672	-	-	-	-	-	-	7	672	39	1,495	46	2,167
North of Superior	9	1,161	-	-	-	-	-	-	9	1,161	37	2,003	46	3,164
Sunset Country	11	1,215	-	-	-	-	-	-	11	1,215	111	2,948	122	4,163
Total	97	20,393	51	7,439	19	2,743	15	363	182	30,938	1,255	104,911	1,437	135,849

Note: * P = Parks or areas
U = Units

(1) Ibid, Table 6.7

(2) Includes The Niagara Parks, The St. Lawrence Parks, and St. Clair Parkway Commissions.

Source: Ontario Ministry of Tourism and Recreation, Ontario/Canada Camping, 1983
Ontario Ministry of Natural Resources, Ontario Provincial Parks, Statistics, 1982

Table 6.9

AIR CARRIER⁽¹⁾ TRAFFIC AT SELECTED ONTARIO AIRPORTS,
BY SCHEDULE CATEGORY, 1973, 1975, 1977, 1980

Category	Toronto		Ottawa		Thunder Bay		Windsor	
	D ⁽²⁾		E ⁽³⁾		D		D	
Domestic Scheduled:								
1973 ⁽⁴⁾	2,633,979	2,635,087	651,379	125,470	132,591	134,272	129,507	
1975	3,007,689	2,975,679	725,387	155,194	158,888	123,809	120,974	
1977 ⁽⁵⁾	3,070,266	3,067,968	765,105	173,108	175,531	120,895	119,195	
1980	4,046,528	4,022,306	925,271	210,201	220,370	147,410	144,047	
Transborder Scheduled: ⁽⁶⁾								
1973	1,203,098	1,199,125	13,452	5,535	5,839	43	-	
1975	1,314,222	1,298,879	15,418	8,396	8,474	-	-	
1977	1,633,822	1,605,532	20,927	9,675	10,090	-	-	
1980	2,096,831	2,089,371	29,522	9,047	9,209	-	-	
International Scheduled:								
1973	373,686	339,971	-	-	-	-	-	
1975	414,737	381,387	-	-	-	-	-	
1977	579,812	568,691	204	-	-	-	-	
1980	629,978	608,516	1	-	-	176	-	
International Charter:								
1973	448,025	444,266	6,672	374	364	33,116	34,388	
1975	560,886	559,828	8,749	338	337	44,020	44,819	
1977	549,063	587,159	14,822	-	-	15,752	15,512	
1980	605,604	611,590	17,508	1,313	1,351	20,246	20,882	
Total	4,658,788	4,618,449	669,897	131,379	138,794	167,431	163,895	
1973	5,297,534	5,215,773	749,554	167,928	167,699	167,829	165,793	
1975	5,832,963	5,829,350	801,058	182,783	185,621	136,647	134,707	
1977	7,378,941	7,331,783	972,301	220,561	230,930	167,832	164,929	
1980								

Note: (1) Pertains to Canadian and non-Canadian carriers; excluded are domestic air charter services and smaller Canadian Class 2 and 3 carriers.

(2) Depianed - passengers which landed and disembarked at an airport.

(3) Enplaned - passengers which embarked and took off from an airport.

(4) Strikes and fuel shortage affected flights by many carriers.

(5) A strike and "work to rule" action by air traffic controllers resulted in decreased airport activity.

(6) Flights originating from or destined to United States.

Source: Airport Activity Statistics, 1973 and 1975, Catalogue #51-203, Statistics Canada
Air Carrier Traffic at Canadian Airports, 1977 and 1980, Catalogue #51-203, Statistics Canada

SECTION 7

IMPACT OF TRAVEL

Table 7.1

TOTAL VALUE OF TOURISM RELATED CONSTRUCTION WORK
PERFORMED,⁽¹⁾ BY TYPE OF STRUCTURE, ONTARIO, 1975, 1980 - 1983

Type of Structure	Value (In Thousands of Current \$)				
	1975	1980	1981	1982 ⁽²⁾	1983 ⁽³⁾
Hotels, Tourist Cabins, Restaurants, Cafeterias, Clubs	\$ 98,886	\$117,646	\$135,722	\$166,662	\$157,961
Service Stations and Garages	62,297	69,425	93,561	93,268	104,763
Highway, Road and Street Construction	598,586	890,869	1,028,843	1,100,047	1,134,182
Bridges, Trestles, Culverts, Overpasses, Viaducts, Wharves, Docks,	57,168	101,805	112,200	103,488	100,495
Breakwaters	9,670	12,877	11,865	11,237	15,395
Theatres, Arenas, Amusement and Recreational Buildings	103,597	199,882	138,848	170,957	145,100
Park Systems, Landscaping, Sodding, etc.	27,716	52,033	57,597	53,140	53,618
Passenger Terminals, Bus, Boat, Air and Other	7,310	7,356	18,789	26,079	26,521
Aircraft Hangers	13,493	31,706	33,352	4,285	4,061
Landing Fields, Runways, Tarmac	8,728	13,417	14,052	17,959	19,214
Swimming Pools, Tennis Courts, Outdoor Recreational Facilities	<u>16,880</u>	<u>24,583</u>	<u>17,866</u>	<u>19,378</u>	<u>21,149</u>
Total	1,004,331	1,521,599	1,662,695	1,766,500	1,782,459

- Note: (1) New and repair construction
(2) Preliminary
(3) Intended

Source: Statistics Canada, Catalogue 64-201

Table 7.2

ONTARIO HOUSEHOLD OWNERSHIP OF SELECTED
OUTDOOR RECREATION EQUIPMENT AND FACILITIES, 1978, 1980, 1982
(In '000)

Equipment And Facilities	1978		1980		1982	
	Households With	Per Cent	Households With	Per Cent	Households With	Per Cent
Snow Skis:						
Downhill	619	22.6%	793	27.6%	907	30.2%
Cross Country	386		398		458	
	377		573		697	
Snowmobiles:	253	9.2	272	9.5	228	7.6
One	174		189		154	
Two or More	79		83		74	
Overnight Camping Equipment:	674	24.6	704	24.5	774	25.8
Tents	468 (1)		494		582	
Tent Trailers	108		107		106	
Travel Trailers	94		87		105	
Truck Campers	52		56		56	
Other	17		*		18	
Boats:	444	16.2	467	16.2	530	17.6
Outboard Motor Boats	254 (1)		252		285	
Canoes	166		167		242	
Sailboats	45		61		78	
Other(2)	109		108		154	
Vacation Homes	186	6.8	182	6.3	196	6.5
Automobiles:	2,199	80.1	2,308	80.3	2,406	80.1
One	1,469		1,494		1,514	
Two	613		668		727	
Three or More	117		146		165	
Based on Total Number of Households:	2,745		2,873		3,003	

Note: * Not shown due to low reliability.

(1) Sum of different types of camping equipment and boats is larger than total households owning same due to ownership of more than one type.

(2) Includes rowboats, skiffs, dories, etc.

Table 7.3

AVERAGE EXPENDITURE PER ONTARIO FAMILY AND
UNATTACHED INDIVIDUAL ON ITEMS RELATED TO
TOURISM AND RECREATION, BY CITY, 1974, 1976, 1978
(In Current \$)

Item	Toronto			Ottawa		
	1974	1976	1978	1974	1976	1978
<u>Travel And Transportation</u>						
Automobile And Truck:						
Purchase	\$554.9	\$748.7	\$877.5	\$600.9	\$959.1	\$959.1
Operation	748.4	950.2	994.3	760.9	1,027.0	1,188.4
Other Vehicle ⁽¹⁾ :						
Purchase	76.6	101.4	*	64.9	77.7	*
Operation	19.0	32.6	30.3	13.0	29.3	83.4
Rented or Leased Vehicles (Cars, Trucks, Other)	22.2	46.3	*	24.5	44.6	*
Intercity Fares:						
Air	140.9	171.7	193.4	112.8	168.0	186.6
Bus	5.2	6.8	8.3	10.5	15.2	27.1
Train	6.2	7.7	7.6	14.5	12.8	15.5
Other (Boat, Ferry, etc.)	3.4	3.3	3.0	2.3	2.7	*
<u>Vacation</u>						
Accommodation:						
Lodging on Holiday (Excl. Package Tour)	48.3	76.4	93.9	69.3	116.1	141.4
Owned Vacation Home	25.8	48.4	62.8	37.3	64.2	*
Rented Vacation Home	4.9	8.3	*	8.9	14.4	*
Food on Vacation	89.3	121.1	140.0	102.6	130.2	210.8
Package Holiday Trip	65.9	126.9	140.6	93.3	163.8	211.7
Other Holiday and Travel Expenses	22.0	39.6	41.8	12.6	53.0	49.8
<u>Recreation</u>						
Purchase of Outdoor Recreation Equipment ⁽²⁾	53.1	59.7	*	97.6	84.8	*
Admission to Events ⁽³⁾	78.6	85.8	104.2	89.8	84.6	118.1
Recreation Fees, Licences, Dues	34.6	52.0	78.3	54.6	57.2	90.1
Photographic Equipment, Films and Processing	52.9	59.6	70.5	56.4	77.4	81.6
Total Current Consumption	10,820.4	13,976.0	15,968.3	11,925.1	14,699.9	17,190.0
Total Expenditure ⁽⁴⁾	14,837.4	19,124.4	20,807.8	16,674.4	20,678.5	23,662.9
Average Net Income Before Taxes:	15,652.8	19,678.8	21,693.5	17,549.6	21,075.0	25,043.5
Average Family Size:	3.02	2.95	2.78	3.03	2.77	2.79
Number of Families in Sample:	813	763	644	350	278	247

Note: * Not available

(1) Pertains to motorcycle, snowmobile, travel trailer, truck camper or motor home, tent trailer, boat, outboard motor.

(2) Pertains to sport and athletic, camping, boating and other water sports equipment, and bicycles.

(3) Admission to movies, plays, concerts, spectator sports, museums, fairs, zoos, etc.

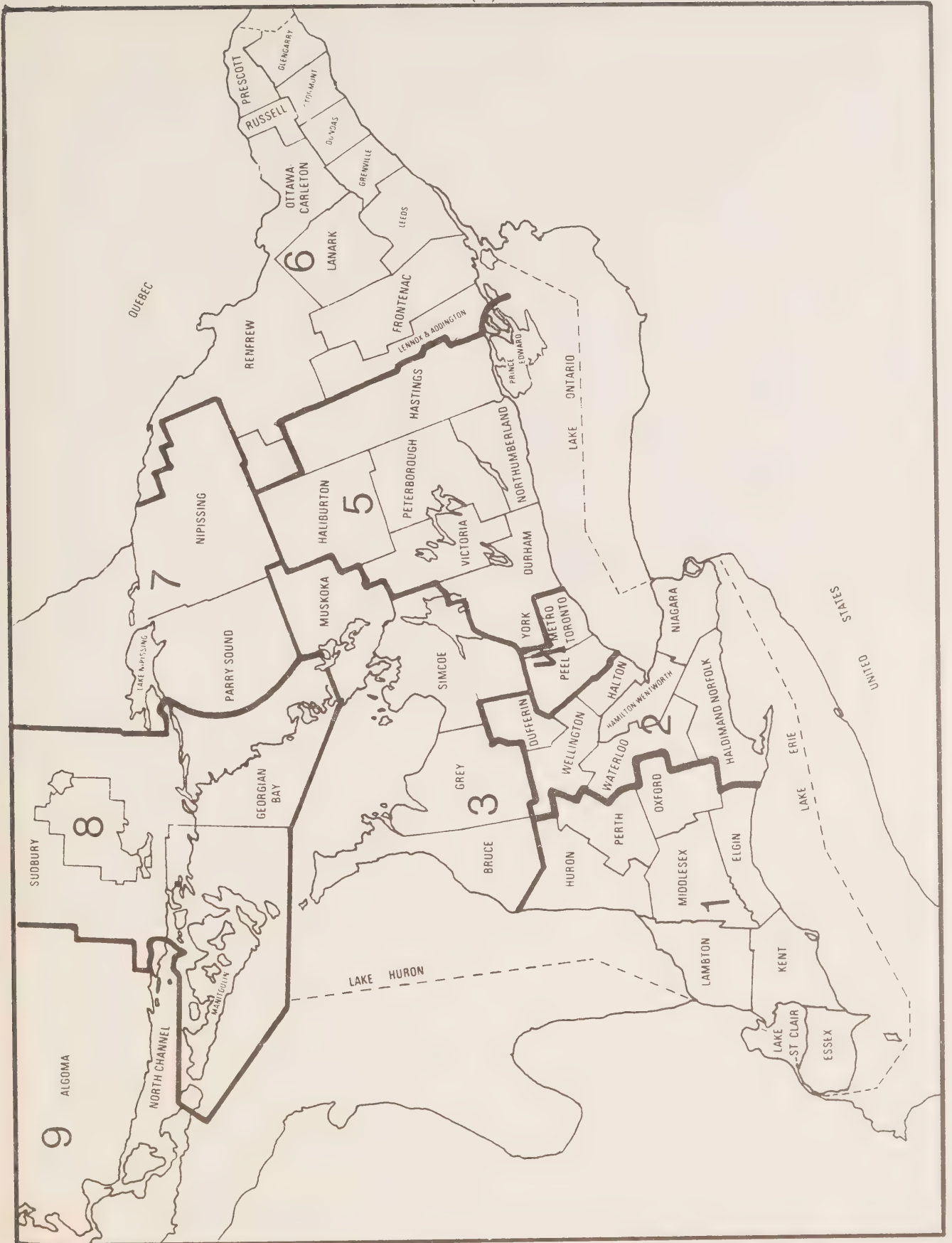
(4) Aggregate of current consumption, personal taxes, security, gifts and contributions.

Source: Statistics Canada, Catalogue No. 62-544 (1974), 62-547 (1976), 62-550 (1978)

APPENDIX I

MAPS

MAP I (a)

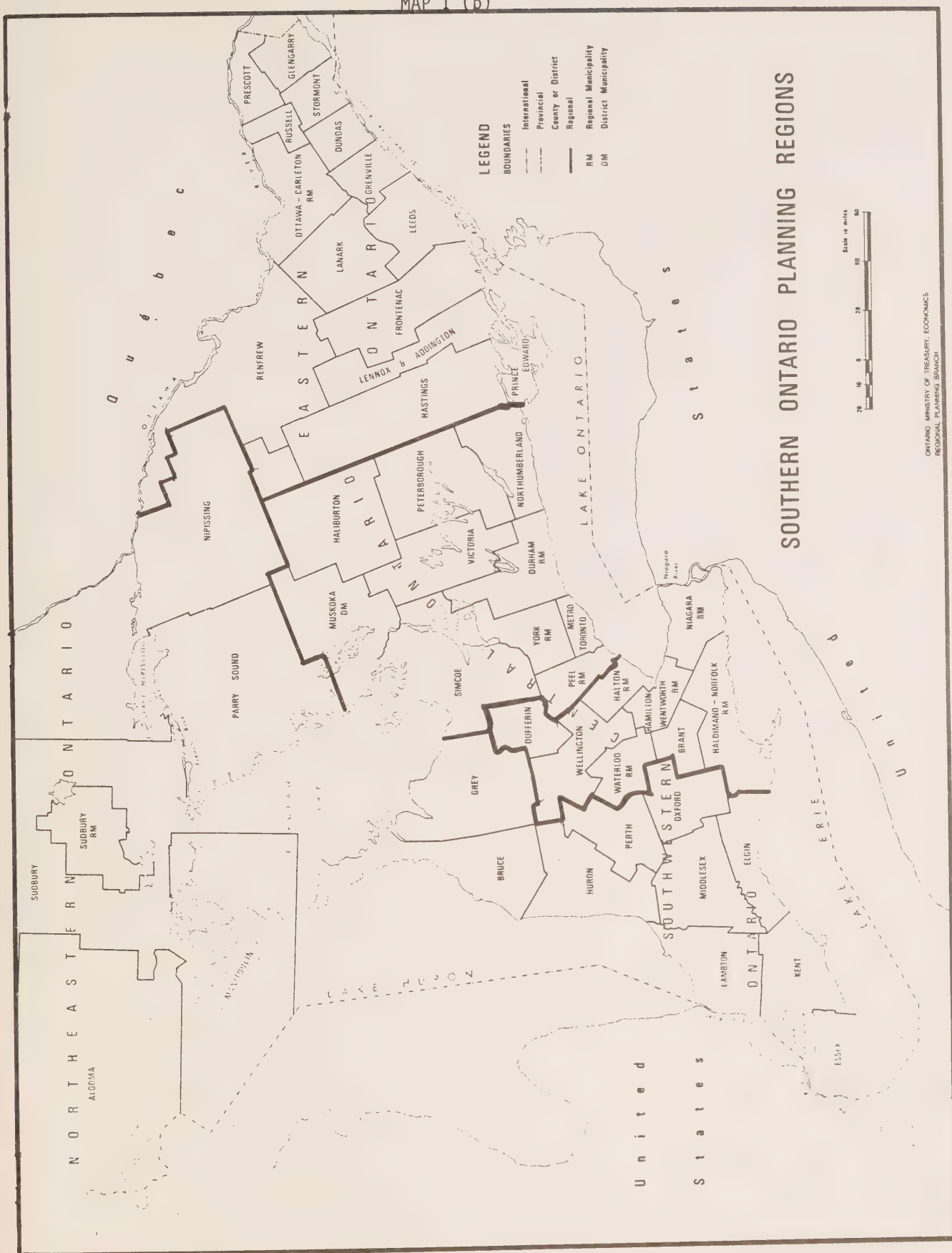


**Ontario Ministry of
Tourism and Recreation
Travel Association Areas**

1. Southwestern Ontario
2. Festival Country
3. Georgian Lakelands
4. Metropolitan Toronto
5. Central Ontario
6. Ontario East
7. The Near North
8. Rainbow Country
9. Algoma Kinniwabi
10. James Bay Frontier
11. North of Superior
12. Sunset Country

1. Southwestern Ontario
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10. James Bay Frontier
11. North of Superior
12. Sunset Country

MAP I (b)



MAP I (b)

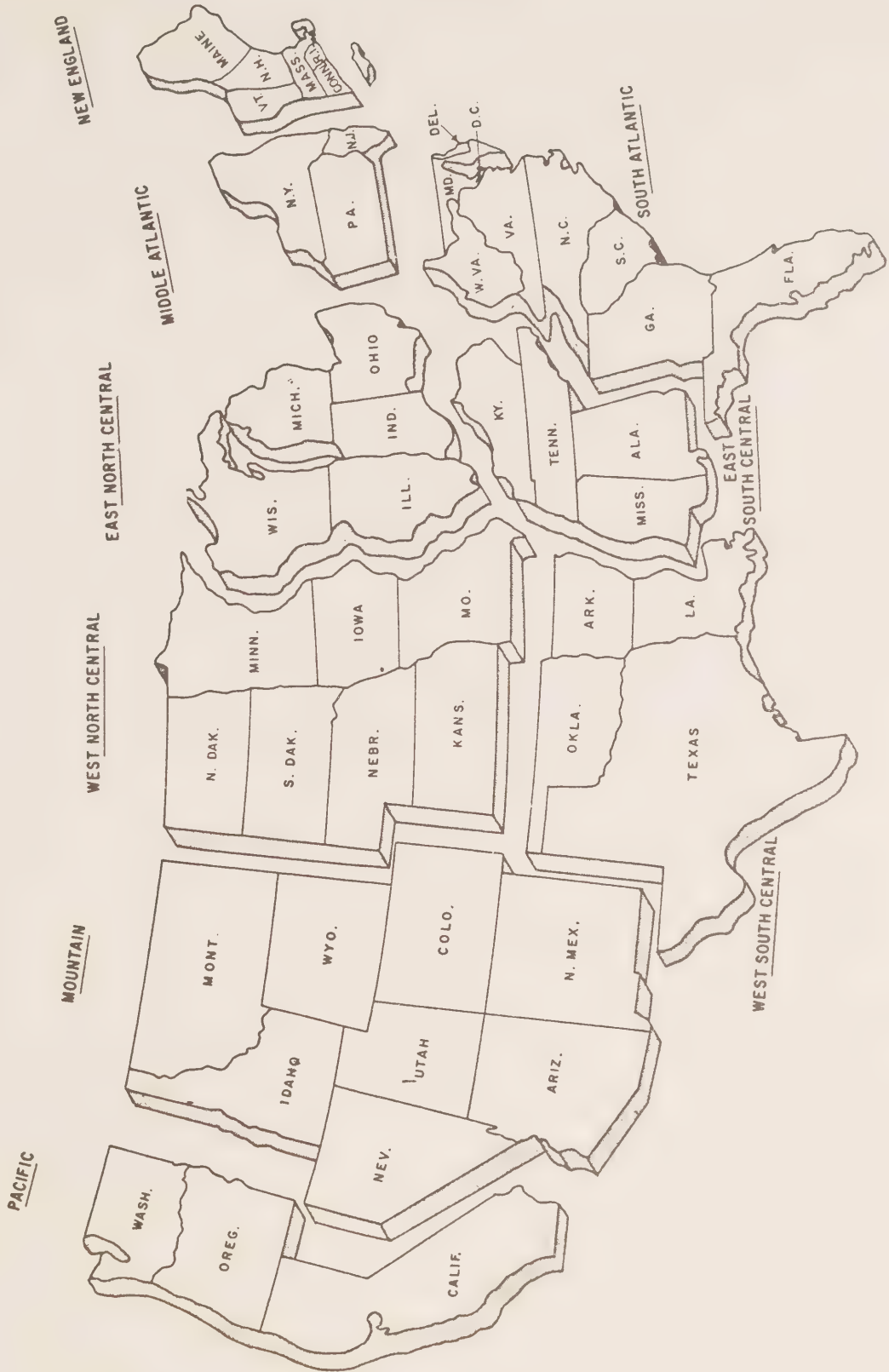


NORTHERN ONTARIO PLANNING REGIONS



- LEGEND**
- BOUNDARIES**
- International
 - Provincial
 - Regional
 - County or District
 - Regional Municipality

United States
Census Regions



APPENDIX II

DEFINITIONS

DEFINITIONS

II (a) MEASUREMENT OF HOUSEHOLD TRAVEL

1. Person-Trip

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person-trips.

2. Person-Night

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person-nights.

3. Person-Visit

A person-trip which is counted more than once if there is an overnight stop in more than one province. For example, if two persons stop overnight in one province and then stop overnight in another, there is a count of four person-visits.

II (b) EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Local Transportation

Expenditure within the local area or any of the places stopped at during the trip, and pertains to taxis, public transit, etc.

3. Air/Bus/Train/Ship

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

4. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during trip or prior (when part of prepaid package).

5. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bills.

6. Recreation/Pleasure

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

7. Retail/Other Miscellaneous

Retail trade purchases during trip on such items as souvenirs, gifts, medical costs, clothing, personal services (i.e. laundry, barber, etc.), art, appliances, furnishings, etc.

II (c) TRAVELLERS AND EXPENDITURES

1. Ontario and Other Canadian Province Residents Travelling in Ontario

Included are residents of Ontario and other Canadian provinces who travel, for any purpose, to destinations 25 and 50 miles or more (one-way), respectively, away from home. Commuting to work or school is excluded, along with travel by operators and crew members of commercial and public transport, and one-way travel involving a change of residence.

Travel fares paid to Canadian public carriers are accrued to province or Ontario region of origin.

2. American and Other Country Residents Travelling in Ontario

Included are residents of the United States and other foreign countries who visit Canada for a period of less than twelve months, and clear Canada Customs and Immigration. Included in the traveller totals are commuters, seasonal or temporary employment, and those in transit. Excluded are operators and crew members of commercial and public transport.

Travel fares paid to Canadian public carriers only are accrued to Ontario.

3. Ontario Residents Travelling in the
United States and Other Countries

Included are residents who travel outside of Canada, for any purpose, for a period of less than twelve months, and are cleared through Canada Customs and Immigration. Included in the traveller totals are commuters, seasonal or temporary employment, and those in transit. Excluded are operators and crew members of commercial and public transport.

Travel fares paid to foreign public carriers only are accrued to non-Canadian destinations.



Ontario

Ministry of
Tourism and
Recreation

Province of Ontario
Queen's Park
Toronto, Canada
M7A 2E5

Hon. Reuben C. Baetz
Minister
John R. Sloan
Deputy Minister

3 1761 11546872 0

